HANDBOOK

Effective Use of Social Media
for Cybersecurity Awareness Raising Campaigns

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CONTENT STRATEGY

"When the dog bites a man, that's not news, because it happens so often. But if the man bites a dog, THAT IS NEWS!"
- John B. Bogart

WHY

▷ LACK OF INFORMATION LEAVES ROOM FOR INTERPRETATION

If you do not provide the general public with relevant, accurate information in a timely manner, someone else will. The field of cybersecurity can also be affected by fake news, which is why you should aim to be perceived as a source of accurate information.

▷ TRANSPARENCY

As a government institution, you have an obligation towards the general public and the media. You need to enable free access to public information as well as inform the media of important incidents.

▷ THE MEDIUM IS THE MESSAGE

If you want to educate the general public about social media threats and incidents, you must first be familiar and up-to-date with these tools and platforms yourselves. You can only build credibility and trust by actively communicating with your audience following the rules of each social media platform.

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CONTENT STRATEGY

▷ **REPORTERS**

In today's media landscape, speed is key. News has a 24-hour lifespan, which is why reporters need information, feedback, and comments quickly. They often look for news-worthy information on social media, and if you are not an active user, your content can get overlooked.

▷ **OPINION MAKERS**

Bloggers, vlogger, podcasters, and influencers are heavy users of social media. They can spread your message and thus help you reach a wider audience.

CONTENT STRATEGY

WHAT

When planning your social media content strategy, keep in mind that social media is only one of your communication channels. Its purpose is not only communication with the media and general public, but also the promotion of awareness raising activities and events, networking with organizations, dissemination of useful resources and articles, etc.

NEWSWORTHINESS

▷ PROXIMITY

Local information and events are newsworthy because they affect the people in our local community. We care more about the things that happen "close to home."

▷ HUMAN INTEREST STORY

People are always interested to hear about other people. When communicating with people and the media, think about how cybersecurity and cyber threats affect our lives or how a change in cybersecurity legislation affects companies.

CONTENT STRATEGY

▷ **NUMBERS**

Reporters always want to hear about statistics, trends and budgets, so try to provide them with as many numbers as possible, i.e. amount and type of incidents, average damage in an online scam, your response time. If you do not have your own statistics, use resources such as Eurobarometer, National Statistical Office, annual reports, papers ...

▷ **DIFFERENT SIDE OF YOUR ORGANIZATION**

Use social media to show another, more human side of your organization. Government organizations can often be perceived as very authoritative. This is a chance to shift the public perception by using less formal communication and connecting with your audience.

CONTENT STRATEGY

HOW

When you know why, what and with whom you are communicating, you can start shaping your messages and adapt them for social media. You must know what you want to say and how to say it. Remember; the less you say – the more people hear.

▷ **CLARITY AND BREVITY**

Use clear, concise, and non-technical language. Choose quotes and catchy phrases that are easily remembered, i.e. passwords – the longer the better, scam – don't fall for fairytales.

▷ **VISUAL MATERIAL**

Humans are very visual, which is why aesthetics plays a vital role in social media. Visual materials are equally or even more important than text. Always add visual material to your posts, e.g. photos, graphics, GIFs, and memes.

CONTENT STRATEGY

▷ **FREQUENCY**

In order to be noticed on social media, you have to post frequently. Some users post every day, others 3-4 times a week; you can choose your own schedule depending on the amount of content you have prepared. However, you should post at least once a week!

CONTENT STRATEGY

COMMON RULEBOOK FOR COMMUNICATING WITH THE MEDIA

BASIC PRINCIPLES

▷ **TIMELY RESPONSE**

Respond in a timely manner on all channels.

▷ **PROACTIVENESS**

Actively engage, prepare content, send press releases, give statements.

▷ **EXPERTISE**

Always be professional and base your statements on facts.

▷ **ROLES AND RESPONSIBILITIES**

Define who has access to which channel, who is the spokesperson, and who is responsible for backup.

CONTENT STRATEGY

▷ **MEDIA CONTACTS**

Build and update your media contact database and look for new contacts on social media.

▷ **STANDARDIZED ANSWERS**

Prepare answers to FAQs in advance.

CONTENT STRATEGY

THE DOS AND DON'TS OF SOCIAL MEDIA

DOS

👍 Cross-promote your social media channels

👍 Be consistent and persistent

👍 Keep everything on the record

👍 Do research for every channel (media, influencers)

👍 Double-check everything you write

CONTENT STRATEGY

DON'TS

- Ignore questions, replies

- Acknowledge negative comments or engage with trolls

- Maintain too many channels

- Delete Tweets or posts

- Deny mistakes

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CONTENT STRATEGY

TIPS AND TRICKS

💡 Look up journalists when you receive a media inquiry

💡 Share all media mentions

💡 Never engage in political debates

💡 Deal with "know-it-alls" in a positive manner

SOCIAL MEDIA PRESENCE

"Start with the target audience and work backwards."

STRATEGIC APPROACH

STEP 1
PLANNING

STEP 2
CHANNELS

STEP 3
ADVERTISING

STEP 4
RESULTS

SOCIAL MEDIA PRESENCE

🔖 STEP 1: PLANNING

Planning is the first and most crucial step when it comes to social media. Before launching your social media channels, you should outline your social media strategy, decide on the type of content you want to produce, and ensure that the right resources will enable you to build a strong social media presence.

When planning your social media strategy, think about these topics:

▷ SOCIAL MEDIA MANAGER

Who is going to run your social media channels? Is it going to be the responsibility of one person or the whole team? Are you going to manage your social media in-house or hire an agency? If you decide to manage your social media channels in-house, make sure the person in charge has good communication skills and sufficient knowledge of digital marketing. Always offer them support and provide them with training if required.

SOCIAL MEDIA PRESENCE

▷ BUDGET

Social media is not free. If you want to build a strong social media presence, you need to invest not only your time, but also money. Your success is largely dependent on the quality of your content, so invest in the production of great visual content and use advertising to boost your posts and reach a wider audience.

▷ TARGET AUDIENCE

Who are you communicating to? Good communication is not only figuring out what to say to your audience, but also when and how to say it. In order to bring your message across effectively, you need to understand your audience. Define your target audience by drafting a marketing persona – a fictional "sketch" of your perfect follower. Think about their age, gender, occupation, device use, digital skills, online habits (online shopping, mobile banking), and try to understand their challenges, motivation, and needs.

When developing your persona, analyze as much data as you can find – not only about cybersecurity, but how people use technology in your country, e.g. using Global Web Index.

SOCIAL MEDIA PRESENCE

▷ CONTENT

What kind of content do you want to produce? What do you want to tell your audience? Drive inspiration from your past experience; think about most common cybersecurity threats, mistakes and questions.

TONE

How do you want your audience to perceive you? Think about your persona and how you would communicate with them – casual, formal, friendly, motivational, funny? Choose your tone based on your target audience and use it consistently.

TIMING & FREQUENCY

Determine how often you want to post and when.
Check insights on your existing social media channels to determine when your audience is online or use online statistics. Time your future posts based on your audience activity – try different schedules until you find the one that works best.

SOCIAL MEDIA PRESENCE

IDEAS
- Breaking news (scam alerts)
- How to articles, lists (e.g. 3 Most Common threats)
- Scams
- Tips
- Did you know
- Blast from the past
- Quizzes
- Polls
- Reshares
- On social media about social media (social media tricks)
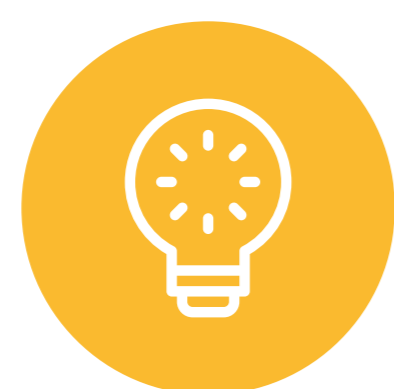
Save time by preparing a content schedule. Plan your posts a month in advance and schedule them using Facebook Creator Studio.

SOCIAL MEDIA PRESENCE

STEP 2: CHANNELS

Consider which social networks are most suitable for different types of content and updates:
- TWITTER for news-related updates;
- FACEBOOK for informative or entertaining content;
- LINKEDIN for industry/professional updates.

It is also important to plan and spread your posts across your social networks and post at different times – not all at once.

Each social network has specific technical characteristics, so you should become familiar with all their features and learn about graphic requirements.

SOCIAL MEDIA PRESENCE

▷ **FACEBOOK**

Facebook is an extremely competitive platform in the sense that its algorithm curates what users see on their timeline based on their engagement with similar content. As a result, organic reach is quite limited and estimated to be between 2% and 5%. In practice, that means that only 500 out of your 10,000 Facebook followers will see your update on their newsfeed! As a result, your post will not be seen by all your followers.

The algorithm changes frequently and currently ranks the posts a user sees in the order that they are most likely to enjoy based on a number of factors – ranking signal.

Ranking signals are data points about a user's past behavior and the behavior of everyone else on the platform. For instance: are users sharing this post with their friends? How often do you like your friends' posts? Which friend's posts do you interact with the most? Do you often watch live video?

SOCIAL MEDIA PRESENCE

Generally, the Facebook algorithm decides who to show your updates to based on the following factors:

- **FORMAT OF THE VISUAL CONTENT**: video, photo, graphic

- **GENERAL ENGAGEMENT RATE**: how your community engages with your content

- **POST ENGAGEMENT RATE**: how people engage with this particular post. If the engagement rate is high, Facebook will show your post to more people.
It is extremely important to produce videos for all social networks – on average, video has the highest engagement rate as well as most impressions.

(!) **Keep in mind that video production for social media is totally different than creating corporate videos or TV ads. You should try to produce native videos for Facebook. That is videos that fit the platform perfectly; not only by means of technical specification but also the way people use social media in their everyday life.**

SOCIAL MEDIA PRESENCE

TIPS AND TRICKS

- Social media native videos designed for mobile first

- Vertical for Facebook and Instagram, horizontal only for YouTube

- Videos should be short (45 seconds, 1 or 2 minutes)

- Use text overlay – people tend to watch videos with sound off

- Always use Call To Action (Like, share, comment)

! Social media algorithms are constantly updating and shifting how content is delivered to us. Consequently, it is very important to adapt your content based on analytics to gain more exposure.

SOCIAL MEDIA PRESENCE

🔢 STEP 3: ADVERTISING

All Facebook Ad campaigns start with an objective.
Facebook breaks up marketing objectives into three categories: AWARENESS, CONSIDERATION, and CONVERSION, with each offering various options.
When selecting your campaign objective, you are telling Facebook: "I want my target audience to do X."

In general, there are 2 very different categories of goals: PERFORMANCE or CONVERSION and AWARENESS or CONSIDERATION. Conversion objectives are toward the bottom of your funnel and should be used when you want people to register, opt-in, download, purchase, or visit your store.

▷ WHICH OBJECTIVE TO PICK?

Awareness objectives are more suitable for educational, non-profit, government organizations and projects.

SOCIAL MEDIA PRESENCE

BRAND AWARENESS

Use when looking to increase awareness for your brand and do not necessarily want people to engage your content, opt-in, purchase, or visit your page. This objective can help target a small audience, and your goal is to reach as many people within that audience as possible.

TRAFFIC

Use when your goal is to drive traffic from Facebook to a different website, e.g. blog post, landing page, another social media account.

ENGAGEMENT

Use when you want more people to engage with your ad. Engagements on your ads include reactions, likes, comments, and shares. You can also use the Engagement objective when you wish to generate more Page Likes.

VIDEO VIEWS

Use when you are promoting a video and your primary objective is to get more people to view your video.

SOCIAL MEDIA PRESENCE

CHOOSING A CAMPAIGN OBJECTIVE

Choose a Campaign Objective
Learn More

Awareness
- Brand awareness
- Reach

Consideration
- Traffic
- Engagement
- App installs
- Video views
- Lead generation
- Messages

Conversion
- Conversions
- Catalog sales
- Store traffic

Cancel   Continue

SOCIAL MEDIA PRESENCE

▷ **FACEBOOK PIXEL**

Facebook Pixel is a snippet of JavaScript code that you can use to track Facebook ad driven visitor activity on your website. If you wish to monitor your Conversion objectives, you can install a Facebook Pixel by copying and pasting the code into your website header. The code basically works like a cookie.

You should have valid and explicit consent from website visitors and a clear opt-out option. Nevertheless, this is still a very privacy-invasive tracking method and is therefore inappropriate for any public government institution or organization.

TARGETING
Facebook offers a wide range of targeting options based on interests, (e.g. shopping and lifestyle habits), demographics, and behavior (device type, operating system, digital activities, etc.). One of the targeting options is also creating a custom audience.

SOCIAL MEDIA PRESENCE

▷ CUSTOM OR LOOKALIKE AUDIENCE

This first type of Facebook Custom Audience is based on your existing user files; the lists of email accounts or phone numbers you upload to Facebook. Based on that you can create Lookalike Audiences that let you reach the people who are similar to your existing customer database.

To upload an existing email database, you should obtain valid and explicit consent from users! This is another privacy-intrusive advertising method that is not recommended for public government institutions and organizations.
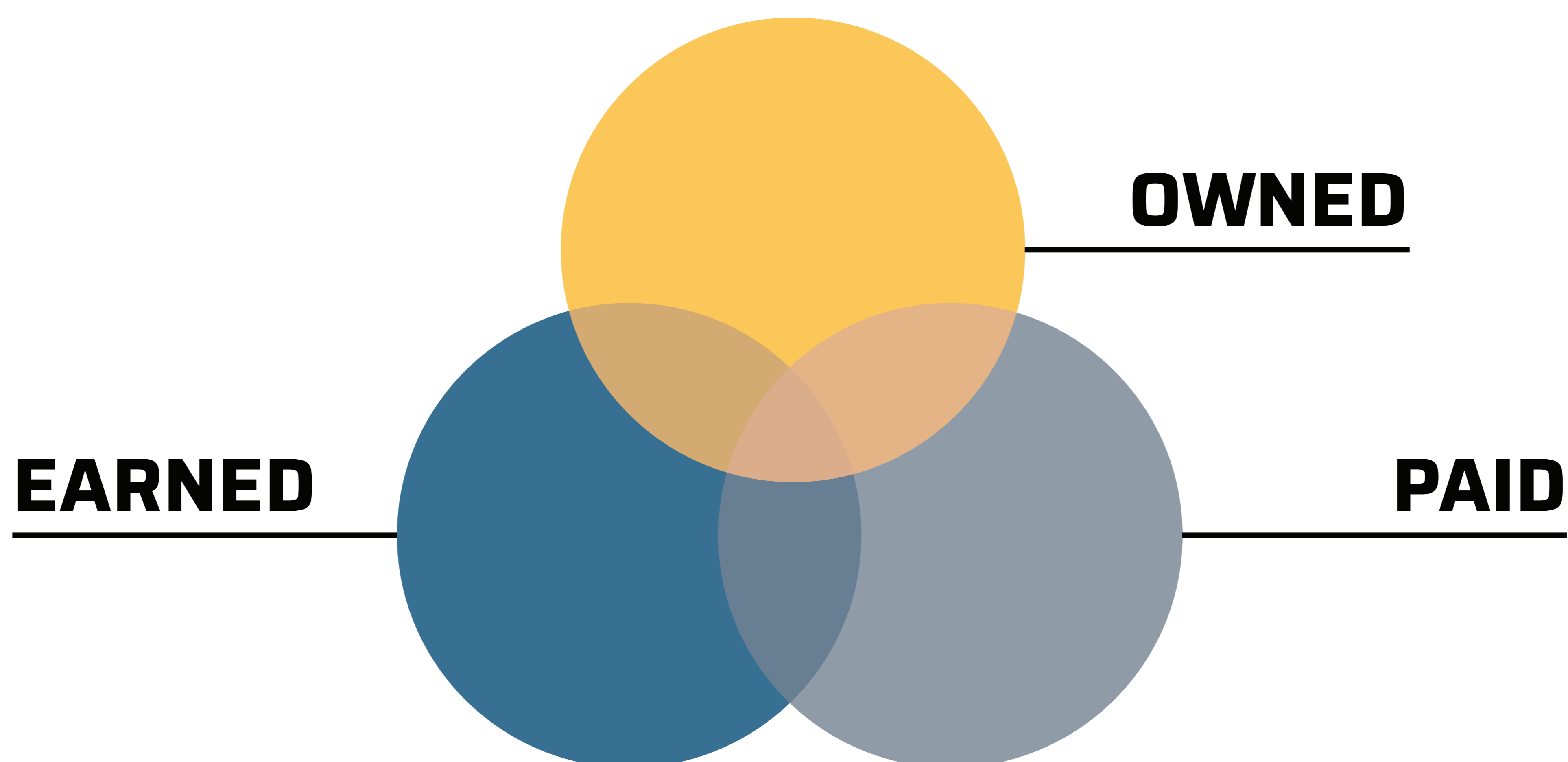
SOCIAL MEDIA PRESENCE

STEP 4: RESULTS

Measure your activities!

This simple Venn diagram is often use in the marketing world to present different types of content or media. How do we define paid/owned/earned media?

OWNED

EARNED

PAID

SOCIAL MEDIA PRESENCE

EARNED MEDIA

Free publicity generated by fans who speak about and share content related to your brand or product. Essentially, earned media is online word of mouth seen in the form of mentions, shares, reposts, reviews, etc., or content picked up by third party sites.

OWNED MEDIA

The media you create and have control over and is unique to your brand, e.g. website, blog, social media content.

PAID MEDIA

A form of advertising that includes sponsored content to promote your brand, increase exposure and drive traffic to owned media properties, e.g. social media ads, TV and radio ads, etc.
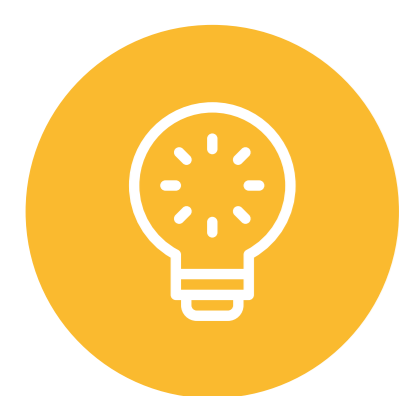
It is important to take into consideration all activities, not only social media communication. Based on results and outcomes you can adjust your communication activities and budget.

SOCIAL MEDIA PRESENCE

▷ WEB ANALYTICS

You can use Google analytics to monitor website and analyze in-depth detail about the visitors on your website (what people do when they visit your website, how long they stay, and which pages they visit on your website).

> **(!)** **Google analytics might not be as useful anymore due to GDPR requirements. Visitors now have to give explicit consent for the analytics cookie which the vast majority does not do. As a result, insights are not as reliable as they used to be.**

▷ WORKING WITH AN ADVERTISING AGENCY

PLANNING

The first step is crucial and should be done together, especially in terms of defining the target audience and marketing persona. Nobody knows more about cybersecurity than you, which is why you should provide the content input.

SOCIAL MEDIA PRESENCE

DATA PROCESSING AGREEMENT
Sign a DPA with the agency to list the obligations when processing data obtained from Facebook Page/Ads Manager, Google Analytics, etc.

CONTENT SCHEDULE
Ask your marketing agency for the content schedule and check all updates, comments etc.

▷ **FACEBOOK BUSINESS MANAGER**

Business Manager is a tool designed for managing your Facebook Pages and ad accounts.

By using Facebook Business Manager you can:

- manage access to your Facebook Pages and ad accounts;

- see what individuals have access to your pages and add/remove accounts or change their permissions;

- share your Business Manager account with agencies, so they can help you manage your ad campaigns.

THEORY AND PRACTICE

"The purpose of security awareness campaigns is to influence people to change their behavior."

When planning your activities, you should consider the way people think about cybersecurity and threats. For your activities to have effect, you will need to familiarize yourself with some basic theoretical principles about behavioral change and the key factors of influence.

BASIC PRINCIPLES

The primary purpose of cybersecurity awareness-raising campaigns is to facilitate the adoption of safe online behavior. However, effective influencing requires more than simply informing people of cybersecurity dos and don'ts. The increased availability of information has positive effects, but it does not do much with regard to changing people's behavior.

In order for people to change their behavior, they need to:

• Accept that the information is relevant to them personally - What's in it for me?

• Understand how they should respond - Do I know what I have to do?

• Be willing to do this despite a number of other demands, signals, and messages - Security fatigue.

THEORY AND PRACTICE

People can sometimes get tired of security procedures, especially if they see security as an obstacle. It can also be stressful to constantly remain at a high level of vigilance and security awareness. These feelings describe the so-called "security fatigue."

Mere information is not enough because we do not make solely rational decisions and there are other psychological mechanisms and factors that affect our decisions and behavior.

FACTORS THAT INFLUENCE OUR BEHAVIOR

▷ PERSONAL FACTORS

Skills, knowledge, perceptions, attitudes, personal experiences and beliefs are the main factors that influence our behavior. Among these, personal motivation and ability are two of the most powerful sources of influence. It is the difference between what people say/know and what people do that needs to be addressed.

▷ CULTURAL AND ENVIRONMENTAL FACTORS

We prefer messages and advertisements that match our cultural background and common values. When planning your communication activities, you must always take into account the cultural specificity, e.g. the same symbol can have different meanings in different cultures.

The perception of risk can be a collective phenomenon and it is crucial to be aware of different cultural characteristics.

The values that distinguish country cultures from each other are for instance:
individualism versus collectivism;
masculinity versus femininity.

▷ PERSUASION TECHNIQUES

Humans are not just rational creatures and there are other influence techniques that can affect our behavior. The basic persuasion techniques include: fear, humor, expertise, repetition, intensity, and scientific evidence. Numerous examples of these messages can be found in advertising and public relations.

THEORY AND PRACTICE

Fear is often being used as a persuasion technique for cybersecurity, especially for security vendors. Surveys have shown that fear can be a very persuasive tactic in specific situations, but counterproductive in others. Many studies show that awareness-raising campaigns based on threats and fear are not effective. Instead of using fear we should focus on positive behavior, benefits, and skills.

ABILITY AND MOTIVATION

Personal ability and motivation are the two most important factors in changing behavior.

Very often the FOGG Behavior model (developed Dr. BJ Fogg of Stanford) is applied to the context of cybersecurity and according to the model, key variables are motivation (the answer to "What's in it for me?") and ability (users' knowledge and skills).

The problem is that most security professionals are far more motivated to stay secure than the average person. People simply do not find cybersecurity that important, unless they have a problem – in which case they are highly motivated.

THEORY AND PRACTICE

On the other hand, we need to look at the level of ability; do users really know and understand what action they need to take in order to stay safe? Are the safety measures comprehensive and easy to take?

More often than not it is not that users are lazy; they simply do not know what to do and how to do it.

Ability is more important than motivation. If someone wants to do something, but they cannot find instructions or do not have certain skills, they will not do it.
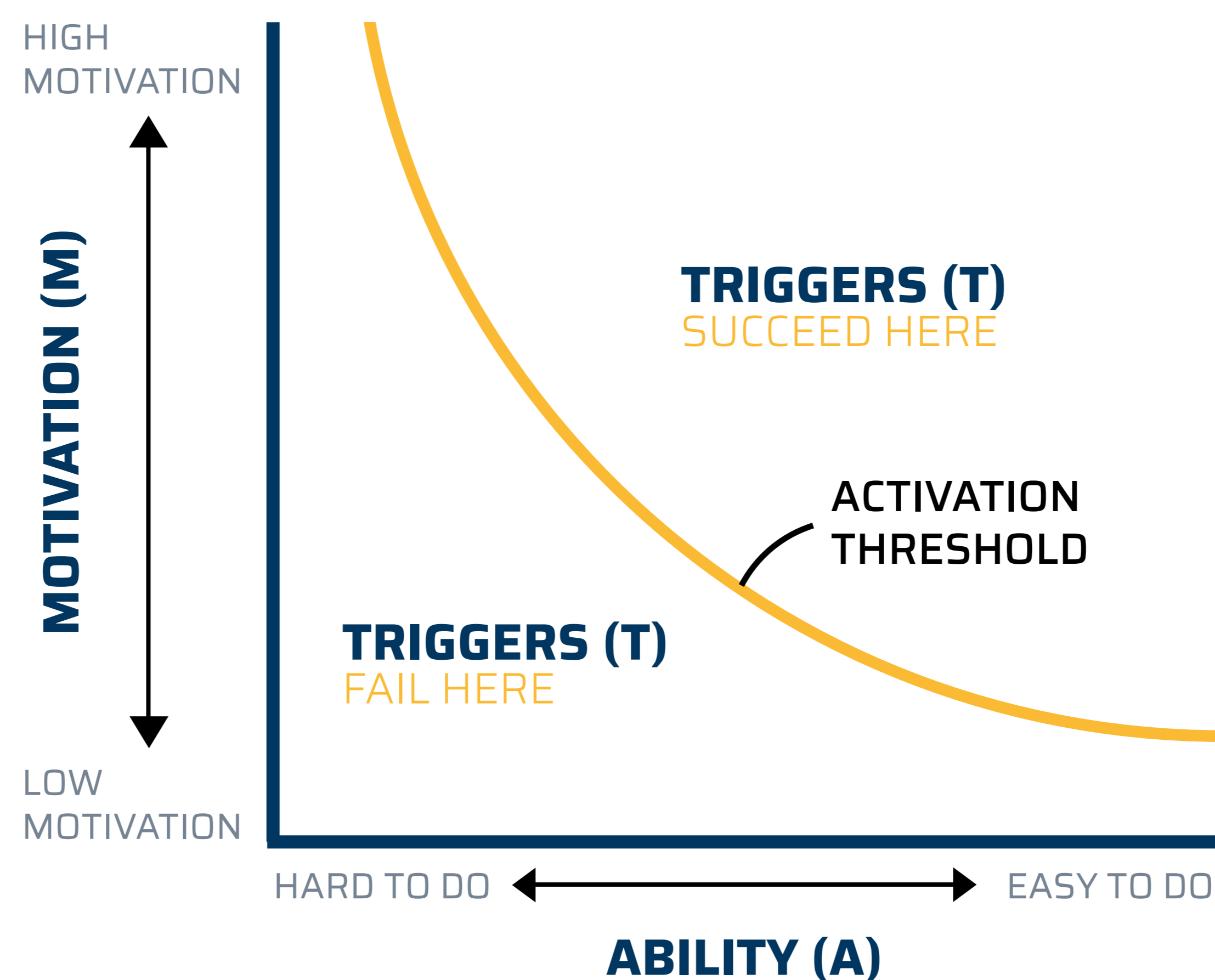
THEORY AND PRACTICE

POOR JUDGEMENT

Another thing that needs to be taken into consideration regarding ability is that people have poor judgement when it comes to assessing risk and their own competences.

Our environment has changed dramatically over the course of centuries, whereas our human programming has not. Our brain has not yet caught up with the risks of 21st century cyber space, which is why we are bad at judging risk.

We overestimate risk for highly visual risks and overestimate risk when we are not in control. For example, we rate being eaten by a lion as a high risk, although we are far more likely to die from heart disease. Similarly, many people have a fear of flying and are not afraid of driving a car, although people die in car accidents every day.

When surfing the internet people assume they are in control – they visit websites they want and take actions they want, but the reality is that there are numerous silent threats and zero-day vulnerabilities.

THEORY AND PRACTICE

KEY FACTORS TO ENHANCE AWARENESS RAISING CAMPAIGNS

1 Security awareness has to be professionally prepared and organized in order to work.

2 Invoking fear in people is not an effective tactic, since it could scare people who can least afford to take risks.

3 Security education has to be more than just providing users with information – it needs to be targeted, actionable, and doable.

4 Once people are willing to change, training and continuous feedback is needed to sustain them through the change period.

5 Try to understand different cultural contexts and characteristics when creating cybersecurity awareness-raising campaigns.

THEORY AND PRACTICE
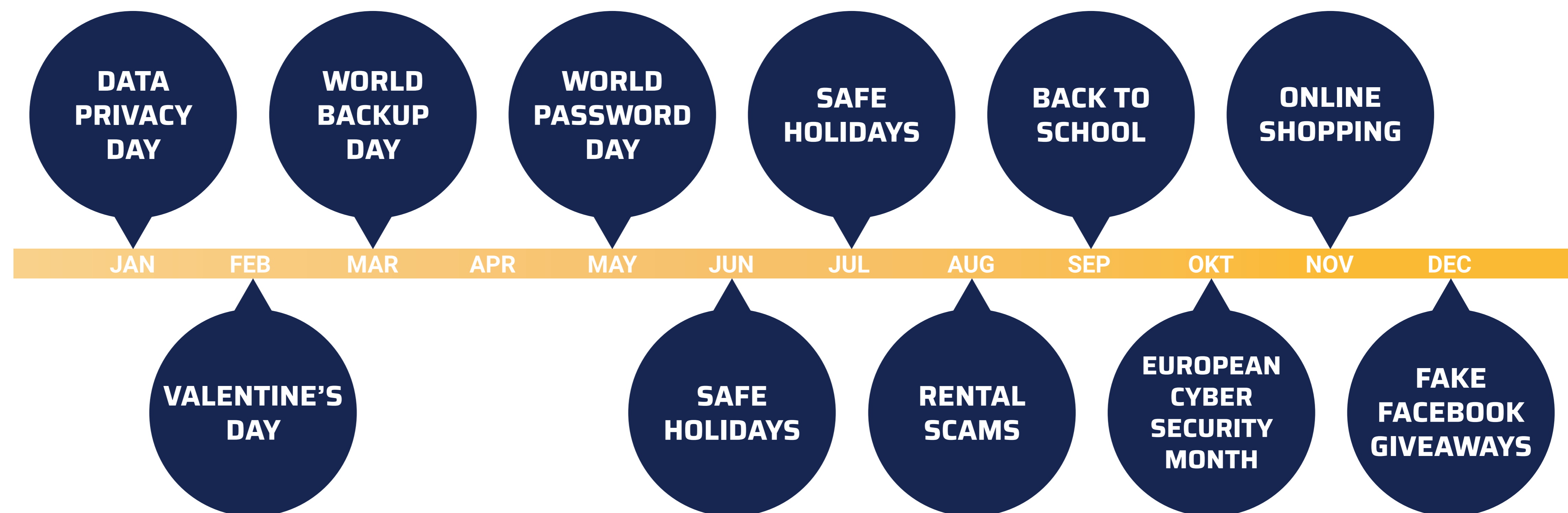
PUTTING THEORY INTO PRACTICE

CREATIVE BRIEF

A creative brief is the first step towards planning your campaign – it is the plan you and your agency will make in order to define your purpose, objectives, expectations, due dates and complete overall outputs; Is it a website? A leaflet? A poster? An event?

In this document you should include the background of your organization, define your marketing persona and your goals (remember the metrics we discussed), and decide on the tone of your communication (it should be positive and focused on the positive side of technologies).

Look for an idea or solution that is sustainable in the long run (what kind of website, how many social media platforms, PR activities, number of campaigns etc.)

THEORY AND PRACTICE

CONTENT IDEAS

DATA PRIVACY DAY	WORLD BACKUP DAY	WORLD PASSWORD DAY	SAFE HOLIDAYS	BACK TO SCHOOL	ONLINE SHOPPING

| JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OKT | NOV | DEC |

VALENTINE'S DAY

SAFE HOLIDAYS

RENTAL SCAMS

EUROPEAN CYBER SECURITY MONTH

FAKE FACEBOOK GIVEAWAYS

THEORY AND PRACTICE

FOCUS ON HUMAN INTEREST STORIES

- Google Security Check – Is your ex-girlfriend your recovery contact?

- Ransomware – What if you lose all your family photos?

- Wi-Fi password – Do kids spend too much time online?

Focus on skills – how to tutorials, not only on cybersecurity but on digital skills in general.

Make cyberthreats more tangible – effects in everyday life, financial damage, losing your memories (pictures).

Promote good causes – do not produce only „classic" commercials, but also include social responsibility projects.

Awareness campaigns raise attention – what is your next move?

Do not focus your campaigns on fear!

ADDITIONAL RESOURCES

- Bada, M., Sasse, M. A. & Nurse, J. R. C. (2015): Cyber Security Awareness Campaigns: Why do they fail to change behaviour? International Conference on Cyber Security for Sustainable Society, 118–131: https://www.researchgate.net/profile/Jason_Nurse/publica-tion/274663655_Cyber_Security_Awareness_Campaigns_Why_do_they_fail_to_change_behaviour/links/552504080cf2b123c51768e4/Cyber-Security-Awareness-Campaigns-Why-do-they-fail-to-change-behaviour.pdf

- DIGITAL 2020 ALBANIA: https://bit.ly/digital-albania-2020

- DIGITAL 2020 BOSNIA AND HERZEGOVINA: https://bit.ly/digital-bosnia

- DIGITAL 2020 GLOBAL: https://bit.ly/digital-global

- DIGITAL 2020 KOSOVO: https://bit.ly/digital-kosovo

- DIGITAL 2020 MONTENEGRO: https://bit.ly/digital-montenegro

- DIGITAL 2020 NORTH MACEDONIA: https://bit.ly/digital-north-macedonia

- DIGITAL 2020 SERBIA: https://bit.ly/digital-serbia

ADDITIONAL RESOURCES

- ENISA Cybersecurity Culture Guidelines: Behavioural Aspects of Cybersecurity: https://www.enisa.europa.eu/publications/cybersecurity-culture-guidelines-behavioural-aspects-of-cybersecurity/at_download/fullReport

- EUROPEAN CYBER SECURITY MONTH: https://www.enisa.europa.eu/topics/cybersecurity-education/european-cyber-security-month

- THINK FORWARD 2020: https://wearesocial-net.s3.amazonaws.com/uk/wp-content/uploads/sites/2/2019/11/WAS_ThinkForward_2020.pdf

- WE ARE SOCIAL: https://wearesocial.com/digital-2020